



DALLAS COWBOYS ANNOUNCE NAME FOR TEAM'S NEW HOME AND SURROUNDING DEVELOPMENT

The Dallas Cowboys unveiled the name of the entire 91-acre mixed-use development project that will include the new home to the Dallas Cowboys World Headquarters.

The Star in Frisco, Texas is the official name for the development that will be home to the Cowboys new training complex, a 12,000-seat multi-use event center, a recently announced Omni hotel, and a wide range of mixed-use elements on the property located at the northwest corner of Warren Parkway and the Dallas North Tollway.

"When you think of the Dallas Cowboys visually, the iconic logo immediately comes to mind," said Cowboys COO Stephen Jones. "It's instantly recognizable and a source of great pride on the regional, national and international level. We believe it is also symbolic of the great pride that the citizens of Frisco feel about their community and being from the State of Texas."

"The Star in Frisco also represents five key points that we believe that this City and this development are all about: performance, amateur competition, health and wellness, engagement, and entertainment."

"It's the first thing most people envision when you say Dallas Cowboys, so it's befitting The Star in Frisco is the name of this development, which will be home to America's Team," said Frisco Mayor Maher Maso. "We're looking forward to the day The Star in Frisco is open for business, building upon our city's growing reputation as a community that values innovative, unique high-caliber developments. This project is a source of pride in Frisco - and has been since the day our public-private partnership was announced. In a way, The Star is already shining in Frisco, and we can't wait to begin hosting our residents, students and visitors at The Star in 2016."

With the new branding of the Star in Frisco in place, corporate naming partnerships for the Dallas Cowboys World Headquarters and the multi-use event center will be pursued moving forward.

Background on The Star in Frisco:

The partnership between the Dallas Cowboys, the City of Frisco and the Frisco Independent School District was announced on August 13th, 2013, and ground was officially broken on the project on August 22nd, 2014. The Cowboys are expected to make the move north to Frisco in 2016.

A multi-use special events and sports facility to be developed on a footprint of approximately 20 acres, and the Dallas Cowboys World Headquarters on a footprint of approximately five acres, will be the centerpiece of additional property that has been designated for mixed use development. In total, the project will consist of 91 acres located at the northwest corner of Warren Parkway and the Dallas North Tollway.

In addition to the becoming the home to the NFL team's entire football operation, including administrative offices, coaches offices and the Dallas Cowboys Cheerleaders, the complex will include a multipurpose, 12,000 seat, indoor stadium and two outdoor fields that will provide facilities for use by the Cowboys, City of Frisco, Frisco ISD football and soccer games and other sports, athletic, academic, fine arts and entertainment events.

The mixed-use development will be built on approximately 66 acres remaining of the 91-acre tract. It will include additional office buildings, lifestyle, retail and restaurant space, hotel and residential components that Dallas based Lincoln Property Company will handle the leasing of as the project moves forward. Gensler has been selected as the architect and interior designer for the Cowboys World Headquarters and the adjoining multi-use event center. Manhattan Construction will serve as the primary builder charged with the construction of the Cowboys World Headquarters and the multi-use event center, while Dallas based O'Brien Architects has been designated as the designer for the master plan of the mixed-use development that will surround the Cowboys World Headquarters and the multi-use event center.

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